

Message Text

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PAGE 01 SEOUL 00845 010806Z
ACTION EA-12

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AMEMBASSY CANBERRA
AMCONSUL HONG KONG
AMCONSUL BRISBANE

UNCLAS SEOUL 0845

E.O. 11652: N/A
TAGS: BEXP, KS
SUBJECT: U.S. BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT
CATALOG EXHIBITION, SEOUL AND PUSAN

REF: A-9166, SEPTEMBER 11, 1972

TO: MR. FRANK M. DOWNES (ITR)
VICE PRESIDENT
CHICAGO DIVISIONH
CAHNERS PUBLISHING COMPANY, INC.
5 S. WABASH AVE.
CHICAGO, ILLINOIS 60603

1. THE U.S. BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT
CATALOG EXHIBITION WAS HELD AT THE U.S. TRADE CENTER IN
SEOUL, JAN. 11-13, AND AT USIS/PUSAN, JAN. 18-20, 1978. THE
SHOW WAS A GREAT SUCCESS, WITH ALL 182 PARTICIPANTS SHARING 18,264
REQUESTS FOR CATALOGS FROM OVER 1,500 VISITORS BOTH THE
ATTENDANCE FIGURES AND THE NUMBER OF CATALOG REQUESTS, SET NEW
RECORDS FOR A CATALOG EXHIBITION AT SEOUL. THE FOLLOWING
STATISTICS, WHICH EXCLUDE THE GENERAL PUBLIC AND ALL BUT A
FEW SELECT STUDENTS, PROVIDE A THUMBNAIL SKETCH OF THE
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RESULTS:

A. NUMBER OF FIRMS PARTICIPATING:	182
B. NUMBER OF VISITORS:	1,526
C. NUMBER OF REGISTERED VISITORS:	1,062
D. NUMBER OF CATALOG REQUESTS:	18,264
E. NUMBER OF FIRMS RECEIVING TRADE INQUIRIES:	182

2. INDUSTRY EXPERT FRANK DOWNES CONTRIBUTED GREATLY TO THE SUCCESS OF THE SHOW. IN ADDITION TO GIVING TECHNICAL PRESENTATIONS, HE WAS ABLE TO GUIDE MANY VISITORS TO THE RIGHT SOURCE OF EQUIPMENT FOR THEIR SPECIFIC NEEDS. AT PUSAN, THE STAFF OF USIS DISPLAYED A HIGH LEVEL OF COOPERATION AND ENTHUSIASM FOR THE EXHIBITION; FACTORS CRUCIAL TO ITS SUCCESS THERE.

3. WITH THE ENTHUSIASTIC RESPONSE OF KOREAN INDUSTRY AND THE RESULTANT LARGE NUMBER OF SALES LEADS THIS HAS BEEN A VERY SUCCESSFUL EXPORT PROMOTION ACTIVITY - SO MUCH SO THAT WE WILL USE OUR REMAINING SETS OF CATALOGS TO TAKE THE EXHIBITION TO KWANGJU AND YOSU IN THE NEAR FUTURE WHERE, WITH THE SUPPORT OF USIS, WE HOPE TO REACH MOST OF THE REST OF THE KOREAN BUILDING AND CONSTRUCTION INDUSTRIES. IN ADDITION, THIS SHOW HAS GENERATED SEVERAL BSP PROPOSALS FROM LOCAL AGENTS IMPRESSED BY THE NUMBER AND QUALITY OF VISITORS TO THE TRADE CENTER. WE RECOMMEND THAT COMMERCE GIVE SERIOUS CONSIDERATION TO SPONSORING A UXMS. SOLO EQUIPMENT EXHIBITION IN SEOUL WITH THE SAME PRODUCT THEME.

4. A FULL REPORT PER REFAIR FOLLOWS.
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